MULTIMEDIA UNIVERSITY

STUDENT IDENTIFICATION NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 2, 2016/2017

BMK2024 – CONSUMER BEHAVIOUR

(All sections / Groups)

27 FEBRUARY 2017
2:30 p.m. – 4:30 p.m.
(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This question paper consists of **TWO (2)** pages (excluding the cover page) with **FIVE (5)** questions only.

2. Attempt all **FIVE (5)** questions. All questions carry equal marks and the distribution of the marks for each question is given.

3. Please write all your answers in the Answer Booklet provided.

Attempt all FIVE (5) questions.

Question 1

Majority of consumers go through a sequential decision-making process before they would purchase a product/service. Suppose you are a marketing manager for a newly opened 5 star restaurant in Pavillion Kuala Lumpur, you will need to consider all aspects of enticing new customers to visit your restaurant.

Explain **FIVE (5)** stages in the consumer decision-making process of your prospective customers with relevant scenarios.

(20 marks)

Question 2

A culture is a society's personality and it shapes our identities as individuals. As for Malaysia, there is a growing culture to eat out more rather than at home. More than 64% of Malaysians eat at least one meal per day outside of home. Remaining 36% who eat at home, 12.5% have at least one meal that comes from outside (The Star, 2014). Explain any **FOUR (4)** reasons that influence people to eat out either by themselves or with their friends or family.

(20 marks)

Question 3

What are **TWO (2)** positive and **TWO (2)** negative aspects of a policy that requires employees who interact with customers to wear some kind of uniform?

(20 marks)

Question 4

As people age their sensory detection abilities decline. The Baby Boomers are fast reaching retirement age. How will advertisements in the future likely change the **FIVE (5)** sensory stimuli to accommodate this changing demographic?

(20 marks)

Continued...

Question 5

Many individuals would make a statement about their social class, or the class to which they hope to belong and it influences on the products they like and dislike. This creates a huge counterfeiting industry worldwide, from selling fake Rolex watches to Louis Vuitton hand bags. What are the **THREE (3)** general ways loyal brand consumers' deals with counterfeiting? Provide relevant examples.

(20 marks)

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